



**SYSTEMWIDE EXTENSION COUNCIL MEETING**

**September 8, 2010  
10:00 a.m. – 3:00 p.m.**

**Lowell Center  
610 Langdon Street  
Madison, WI**

**Minutes**

Present:

Cindy McVenes, Julie Aminpour, Zach Voelz, Tracy Noyes, Bunny Hansen, Shannon McGuire, Rick Morgan, Chris Smith, Yolanda White, Donna Shepard, Anne O'Meara, Barry Orton, Tracy Schroepfer, James Campbell, Katy Duren, Ann Whitaker, Kate Becker, Don Taylor, Pam Seelman, Connie Eisch, Joe Way, Catherine Neiswender, Mike Ballweg, Tom Culviner, Greg Hutchins, Judy Ballweg, Christine Quinn, Marv Van Kekerix

1. Call to order at 10:10am and certify open meetings requirements – Julie Aminpour
2. Approval of June 9 meeting minutes  
Rick Morgan moved to approve, Connie Eisch seconded, minutes approved.
3. SEC Executive Committee election process  
Greg Hutchins distributed and reviewed current SEC membership in addition to reviewing executive committee members.

The following individuals currently serve on the executive committee and have agreed to another 1-year term:

- Yolanda White
- Rick Morgan
- Julie Aminpour
- Mike Ballweg

The following individuals were nominated by SEC members in attendance:

- Pam Seelman
- Bunny Hansen

Yolanda White motioned to nominate Pamela Seelman as SEC executive committee member, Shannon McGuire seconded. Motion passed.

4. 2010-2011 meeting schedule and locations

December 8, 2010: UW-Stevens Point (Kim Becken, Connie Eisch)

- collaborations and how it works
- Wood County highlights
- environmental focus
- solid waste management and recycling
- sustainability and what the campus is doing

June 8, 2011: UW-Oshkosh (Bunny Hansen)

- Winnebago County youth programs (Rene Mehlberg)
- water testing lab
- sustainability
- online nursing degree
- Fox Valley diversity and programming around that topic
- collaboration with UW-Parkside (math and science teaching certificates)

## 5. Interim Chancellor Report

- Wisconsin is very unique when it comes to creating and supporting shared governance such as Systemwide Extension Council. The Council is a significant way for administration to get a sense of issues and gather advice. Council members have a responsibility to report back to colleagues. Thank you for your service and looking forward to regular dialogue.
- Interim Chancellor appointment runs until December 31. Perhaps longer depending on when a new chancellor is appointed.
- Legislative visits are being scheduled with key members of the Senate and Assembly.
- The Board of Regents passed the budget. Need to wait until February when the new Governor announces the budget. December and January is a time of negotiation. Items within the budget include:
  - money to support E-Learning/E-Campus initiative
  - increase enrollments in 4-H
  - grow more degree holders
  - refund 2% pay plan back into the budget
  - refund 3% furlough back into the budget
- Bachelors of Applied Arts and Sciences (BAAS) is moving forward. BAAS will be up for a full vote at the Board of Regents meeting in either October or November.
- UW Colleges Dean positions that are open are moving along with the searches.
- Many UW Colleges and UW-Extension collaborations are underway.
- On August 26 attended UW Colleges Convocation at UW-Fond du Lac. There are 14,049 students registered to attend a 2-year college (5% ahead of 2009). There is a 7% increase in registered freshmen and an 11% increase in those attending online.
- Many visits are being scheduled ... UW Colleges/County Extension Office as well as UW Campus'.
- Reminder: UWC/UW-Ext Chancellor's Awards Banquet is scheduled for Thursday, September 23.

## 6. Provost and Vice Chancellor Report

- Submitted an application to the Carnegie Foundation for the Advancement of Teaching to obtain a Community Engagement classification for UW-Extension. Expect to hear some time in December. Greg Hutchins is providing leadership.
- McGraw Award application on Sustainability was submitted, but we were not a finalist. The feedback given was a concern about our role in leadership, for example the engaged scholarship.
- Discussion followed on how we share our scholarly work.
- Discussion followed around these two questions:

### **What is the purpose/role as a member of the Systemwide Extension Council?**

- discovering that others are doing similar things
- an opportunity to inform others, collaborate, share
- seeing new places/campus and feeling connected
- being advisory to administration on big items (ex: growth agenda)
- responsibility to report back to our own staff what's been discussed/heard
- learning about collaborations (UW Colleges and UW-Extension)
- an understanding how individual offices/campuses fit into the bigger picture

### **When we talk about fitting into UW-Extension, what do we mean?**

- Cooperative Extension: it's about the county office structure (program areas)
- UW-Oshkosh continuing education: non-credit programming brings UW research to the community
- E-Learning: online degree courses, independent learning
- School for Workers: labor education programs, workplace rights, work with employee and employer
- Broadcasting and Media Innovations: reaching audiences through public TV and public Radio
- Division of Entrepreneurship and Economic Development: small business development, new jobs, economic development, counseling
- Conference Centers: Pyle and Lowell Centers, support programs being conducted on UW-Madison campus, 57 new guest rooms for a total of 137 guest rooms

## 7. Secretary of the Faculty & Academic Staff and Assistant Vice Chancellor Report

- UW-Extension website is up and running. There is a "Scholarship" page which will highlight individuals and examples of well developed scholarship. Forward ideas to Greg Hutchins.
- Program Innovation Funds call for proposals generated 21 proposals, totaling more than \$500,000 in requests. For a list of funded projects -- <http://www.uwex.uwc.edu/innovation/>

8. UW System's Growth Agenda  
Greg Hutchins distributed and discussed "A Growth Agenda Accountability Report, 2009-2010".

The SEC members were divided out under the three major growth agenda themes:

**GROWING PEOPLE: Produce More Degree Holders**

What are we doing?

- Trio programs / high schools (degree)
- Alternative delivery programs
- Credit transfer programs
- Retention programs
- Graduation project
- Time to graduation
- Prior learning assessment
- Cross-campus collaboration
- Degree stepping stones
- College credit in high school
- Non-GPR funding

How are we measuring?

- Success of U-Win
- Graduates
- Retention rates
- Enrollments
- Surveys (quality / satisfaction)
- Pre-testing / college readiness

What could we do?

- More of what we are already doing

**GROWING JOBS: Create More Well-Paying Jobs**

What are we doing?

- Preparing workers (credit, non-credit, certificate programs)
- Master's (distance) mid-career
- Armed forces
- Health care
- Improving skills / retooling
- Credentialing
- Platteville nanotechnology center (research park)
- Madison research park, WARF
- UW-M research park at Waukesha
- Biomass Center

How are we measuring?

- Change in practice
- Tracking employment with success of graduate (out of state / out of country)
- Measure as system not campus

What could we do?

- Put prize/money behind a business plan that would create more well paying jobs
- Minimize statutory/bureaucratic restraints/barriers that keep us from hiring good people
- Create partnerships with employers
- Ready access to capital
- Angel investor

## **GROW COMMUNITIES: Build Stronger Communities**

### What are we doing?

- Childhood obesity
- Childhood mental health
- Community economic development (capacity, economic preparedness, data evaluation/trends, best practices)
- Professional development opportunities
- Older adult mental health
- Natural resources (surface and ground water, emerald ash borer strategies)
- Afterschool / youth development programs
- Community / sustainability initiatives
- Older adult leadership
- Enrichment classes from 5 to 95 ... across the board (all ages)
- Diversity education workshops (issues and programs)
- Nutrition education (schools, seniors) through WNEP
- Computer skills
- Local government (professional development, planning commissions, technical skills)
- Physical activity / strengthening older adults
- Gifted and talented programming
- Training with government employees (firefighters, law enforcement, teachers)
- Financial education (Get Checking)
- Agriculture industry (\$59 billion industry)

### How are we measuring?

- Impacts in community (did they implement strategic plan)
- Participation (county numbers, was it positive)
- Evaluations / individual programs from participants
- Survey process from past programs
- Qualitative outcomes (rivers cleaned up, pounds of produce grown)
- Anecdotal stories (client testimonials)
- Publicity (public media mentions, positive/negative)
- Earned media
- Budget results (grant awards, fees and enrollment generated)
- How do we connect our evaluation results with a healthier community (logic model, evaluation unit)

### What could we do?

- Local advertising group
- Branding
- Breakout of traditional funding models (partner with city, township)
- Strengthen traditional model (state, local, federal)
- Develop and share more effective ways to measure impact
- Sharing scholarship / best practices
- Replicate good programs
- Collaborate with stakeholders in community
- Recognize that one size doesn't fit all
- Continue local presence / meeting local needs

## 9. Adjourn

Randy Parvin motioned to adjourn, Pete Kling seconded, meeting adjourned at 2:30pm

~minutes submitted by Judy Ballweg~